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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/688,760	10/20/2003	Kenneth J. Flores	4326P2704	2661

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4204 NORTH BROWN AVENUE
SCOTTSDALE, AZ 85251

EXAMINER

RAO, ANAND SHASHIKANT

ART UNIT	PAPER NUMBER
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2621

SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE	DELIVERY MODE
3 MONTHS	02/27/2007	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Office Action Summary

Application No.

10/688,760

Applicant(s)

FLORES ET AL.

Examiner

Andy S. Rao

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-20 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on ____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. ____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____. |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date ____. | 6) <input type="checkbox"/> Other: ____. |

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DETAILED ACTION

Specification

1. The lengthy specification has not been checked to the extent necessary to determine the presence of all possible minor errors. Applicant's cooperation is requested in correcting any errors of which applicant may become aware in the specification.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 1, 3, 6, 9-13 and 16-18 are rejected under 35 U.S.C. 102(b) as being anticipated by Sekiguchi et al., (hereinafter referred to as "Sekiguchi").

Sekiguchi discloses vehicle display apparatus comprising (Sekiguchi: column 10, lines 1-figures 81-82), in combination: a vehicle (Sekiguchi: figure 82); at least one display surface coupled to said vehicle (Sekiguchi: column 28, lines 25-30) and adapted for displaying at least one sequence of visual images (Sekiguchi: column 9, lines 65-67); and means coupled to said vehicle for generating said at least one sequence of visual images (Sekiguchi: column 10, lines 50-60)., as in claim 1.

Regarding claim 3, Sekiguchi discloses wherein said at least one display surface is attached to a generally vertical surface of said vehicle so that said at least one display surface is visible by pedestrian viewers (Sekiguchi: column 28, lines 30-35), as in the claim.

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Regarding claim 6, Sekiguchi discloses an illumination source for illuminating a back surface of said at least one display surface, said at least one display surface is translucent for permitting backlighting said at least one sequence of visual images (Sekiguchi: column 11, lines 1-23), as in the claim.

Regarding claims 9-10 and 12, Sekiguchi discloses wherein each said at least one display surface is a multi-pixel screen (Sekiguchi: column 12, lines 5-32), as in the claims.

Regarding claim 11, Sekiguchi discloses wherein said means for generating said at least one sequence of visual images comprises: a video signal generator (Sekiguchi: column 10, lines 50-60); and a plurality of video storage devices coupled to said signal generator so that said plurality of video storage devices can be simultaneously read (Sekiguchi: column 2, lines 5-20), as in the claim.

Sekiguchi discloses a method for displaying at least one sequence of visual images from a vehicle (Sekiguchi: column 1, lines 58-68), comprising the steps of: providing a vehicle (Sekiguchi: figure 82); coupling at least one display surface to an exterior surface of said vehicle (Sekiguchi: column 28, lines 30-35); and displaying at least one sequence of visual images on said at least one display surface (Sekiguchi: column 9, lines 65-67; column 10, lines 1-12), as in claim 13.

Regarding claim 16, Sekiguchi discloses wherein each said at least one display surface is a multi-pixel screen (Sekiguchi: column 12, lines 5-32), as in the claims.

Regarding claims 17-18, Sekiguchi discloses wherein said means for generating said at least one sequence of visual images comprises: providing a video signal generator (Sekiguchi: column 10, lines 50-60) adapted to simultaneously read a plurality of video storage devices

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(Sekiguchi: column 2, lines 5-20) and generate said at least one sequence of visual images (Sekiguchi: column 30, lines 10-2); and transmitting one said at least one sequence of visual images to each of said at least one display surface (Sekiguchi: column 10, lines 50-55), as in the claims.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 2, 4-5, 7-8, 14-15 and 19-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Sekiguchi et al., (hereinafter referred to as "Sekiguchi") in view of Appelberg.

Sekiguchi discloses vehicle display apparatus comprising (Sekiguchi: column 10, lines 1-figures 81-82), in combination: a vehicle (Sekiguchi: figure 82); at least one display surface coupled to said vehicle (Sekiguchi: column 28, lines 25-30) and adapted for displaying at least one sequence of visual images (Sekiguchi: column 9, lines 65-67); and means coupled to said vehicle for generating said at least one sequence of visual images (Sekiguchi: column 10, lines 50-60), as in claim 2. However, Sekiguchi fails to disclose that the display housing attached to a generally horizontal surface of said vehicle, said at least one display surface is located on said display housing so that said at least one display surface is visible from all directions by pedestrian viewers. Appelberg discloses an illuminated roof mounted sign assembly (Appelberg: column 2, lines 35-52) on a vehicle that allows for wide angle viewing of the sign such from any

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position relative to the vehicle (Appelberg: column 1, lines 45-63). Accordingly, given this teaching it would have been obvious for one of ordinary skill in the art to incorporate the Appelberg teaching to the Sekiguchi apparatus in order to have the Sekiguchi vehicle mounted display mounted on a horizontal surface such as the rooftop in order to allow for wide angle viewing of the display surface especially since Sekiguchi discloses that the sign can be cylindrical in form and also be rotatable (Sekiguchi: column 27, lines 40-67). The Sekiguchi vehicle display apparatus, now modified to be roof mounted as shown by Appelberg, has all of the features of claim 2.

Regarding claims 4-5, the Sekiguchi vehicle display apparatus, now modified to be roof mounted as shown by Appelberg, has means for rotating said display housing about a single vertical axis, said at least one sequence of visual images comprises images for display on said at least one display surface to permit entering and leaving a field of view of a stationary observer as a result of said means for rotating (Sekiguchi: column 27, lines 45-55), as in the claims.

Regarding claim 7, the Sekiguchi vehicle display apparatus, now modified to be roof mounted as shown by Appelberg, has wherein said at least one display surface is an outer surface of a cylindrical wall (Sekiguchi: column 27, lines 45-50), as in the claim.

Regarding claim 8, the Sekiguchi vehicle display apparatus, now modified to be roof mounted as shown by Appelberg, has wherein said display housing is adapted for supporting a variable number of said at least one display surface (Sekiguchi: column 12, lines 1-31), as in the claim.

Sekiguchi discloses a method for displaying at least one sequence of visual images from a vehicle (Sekiguchi: column 1, lines 58-68), comprising the steps of: providing a vehicle

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(Sekiguchi: figure 82); coupling at least one display surface to an exterior surface of said vehicle (Sekiguchi: column 28, lines 30-35); and displaying at least one sequence of visual images on said at least one display surface (Sekiguchi: column 9, lines 65-67; column 10, lines 1-12), and rotating said at least one display surface about a vertical axis whereby said at least one sequence of visual images is a result of said rotating (Sekiguchi: column 27, lines 45-55), as in claim 14. However, Sekiguchi fails to disclose that said exterior surface is generally horizontal. Appelberg discloses method for using an illuminated roof mounted sign assembly (Appelberg: column 2, lines 35-52) on a vehicle wherein that method that allows for wide angle viewing of the sign such from any position relative to the vehicle (Appelberg: column 1, lines 45-63). Accordingly, given this teaching it would have been obvious for one of ordinary skill in the art to incorporate the Appelberg teaching to the Sekiguchi method in order to have the Sekiguchi vehicle mounted display mounted on a horizontal surface such as the rooftop in order to allow for wide angle viewing of the display surface especially since Sekiguchi discloses that the sign can be cylindrical in form and also be rotatable (Sekiguchi: column 27, lines 40-67). The Sekiguchi vehicle display method, now modified to be roof mounted as shown by Appelberg, has all of the features of claim 14.

Regarding claim 15, the Sekiguchi vehicle display method, now modified to be roof mounted as shown by Appelberg, has the step of backlighting said at least one sequence of visual images (Sekiguchi: column 11, lines 1-23), as in the claim.

Sekiguchi discloses a method of displaying images from a vehicle (Sekiguchi: column 1, lines 58-68), comprising the steps of: providing a vehicle having a rooftop (Sekiguchi: figure 82); mounting a plurality of television screens on said display housing so that from any direction

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at least one of said television screens is visible by pedestrian observers (Sekiguchi: column 27, lines 45-55); generating a plurality of video signals (Sekiguchi: column 30, lines 10-20); and transmitting each of said plurality of video signals to a corresponding one of said plurality of television screens (Sekiguchi: column 10, lines 50-56), as in claim 19. However, Sekiguchi fails to disclose attaching onto said rooftop a display housing which is adapted to support a variable number of television screens. Appelberg discloses method for using an illuminated roof mounted sign assembly (Appelberg: column 2, lines 35-52) on a vehicle wherein that method that allows for wide angle viewing of the sign such from any position relative to the vehicle (Appelberg: column 1, lines 45-63). Accordingly, given this teaching it would have been obvious for one of ordinary skill in the art to incorporate the Appelberg teaching to the Sekiguchi method in order to have the Sekiguchi vehicle mounted display mounted on a horizontal surface such as the rooftop in order to allow for wide angle viewing of the display surface especially since Sekiguchi discloses that the sign can be cylindrical in form and also be rotatable (Sekiguchi: column 27, lines 40-67). The Sekiguchi vehicle display method, now modified to be roof mounted as shown by Appelberg, has all of the features of claim 19.

Regarding claim 20, the Sekiguchi vehicle display method, now modified to be roof mounted as shown by Appelberg, has a video signal generator adapted to simultaneously read a plurality of video storage devices (Sekiguchi: column 2, lines 1-21), further comprising connecting a wiring connector for coupling said plurality of television screens to said video signal generator (Sekiguchi: column 10, lines 50-55), as in the claim.

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Conclusion

6. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. Metcalf discloses a large audience positionable imaging and display system. Shimada discloses a rotating screen picture display apparatus. Dukach discloses an apparatus for displaying information on vehicles. Elmer discloses a magnetic advertising sign.

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Andy S. Rao whose telephone number is (571)-272-7337. The examiner can normally be reached on Monday-Friday 8 hours.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mehrdad Dastouri can be reached on (571)-272-7418. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Andy S. Rao
Primary Examiner
Art Unit 2621

asr

ANDY RAO
PRIMARY EXAMINER

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February 22, 2007